Makers assemble 8,315,780 cars

'84 model-run output up 44 pct.

By Louise Kertesz
Detroit Reporter

Auto production during the 1984 model run was the highest in five years, surging 44.15 percent ahead of the 1983 model run.

Car makers produced 8,315,780 units in the 1984 model run, up from 5,768,893 for 1983, which was the second lowest model-year output since 1961.

The 1984 total, the best since 1979's 9,526,024, fell 1.6 million short of 1973's alltime high of 9,915,802.

During the 1984 model run, all the domestic makers recorded increases in production.

American Honda's full production of Accords in the U.S. – they were launched in November, 1983 – gave it the year's greatest increase.

Honda's total production of 117,200 was more than triple its 1983 output of 33,508.

Chrysler Corp. posted an increase of 59.40 percent during the model run, to 1,176,144 cars, up from 1983's 737,835.

The company introduced two new models in 1984, the Chrysler Laser and the Dodge Daytona, and moved production of the Plymouth Gran Fury, Chrysler Fifth Avenue and Dodge Diplomat from Canada to the U.S.

Ford Motor Co., adding the Ford Tempo and Mercury Topaz to its lines, recorded an increase of 45.79 percent during the model year. Ford began building Tempoo and Topaz in the spring of 1983, but all production was counted in the 1984 model run.

Ford Motor's output was 1,813,523 cars, versus 1,243,887 in 1983.

Volkswagen of America increased its output by 42.01 percent during the model run, producing 104,301 cars, versus 73,446 in 1983.

General Motors' production of 4,895,988 cars during the model run was up 38.40 percent from 1983's 3,511,491.

The Pontiac Fiero and the redesigned Chevrolet Corvette joined GM's lines in 1984 and the maker added U.S. production of the Pontiac Parisienne.

The Chevrolet Cavalier recorded the highest production of any 1984 nameplate (462,612), representing 5.49 percent of total U.S. output

GM introduced its front-wheel-drive C-cars last April as 1985 models and did not count their totals in the 1984 model run.

American Motors, adding the Renault Encore, produced 208,624 cars in the model run, increasing its output 23.65 percent over 1983's 168,726.

How domestic production was shared

U.S. CAR MODEL-YEAR OUTPUT, '84 VS. '83

	1984 Model Year	Pct. of Output	1983 Model Year	Pct. of Output	Pct. of Change '84 vs. '83
AMERICAN MOTORS	208,624	2.50	168,726	2.92	– 0.42
AMC Total	.....	0.00	26,521	0.46	– 0.46
Concord	.....	0.00	5,300	0.09	– 0.09
Spirit	.....	0.00	3,491	0.06	– 0.06
Eagle	.....	0.00	17,730	0.31	– 0.31
Renault Total	208,624	2.50	142,205	2.46	+ 0.04
Alliance	121,015	1.46	142,205	2.46	– 1.00
Encore	87,609	1.04	.....	0.00	+ 1.05
CHRYSLER CORP.	1,176,144	14.14	737,835	12.79	+ 1.35
Plymouth Total	357,764	4.30	273,489	4.74	– 0.44
Horizon	147,902	1.78	94,829	1.64	+ 0.14
Reliant	187,245	2.25	174,170	3.02	– 0.77
Caravelle**	7,932	0.09	4,490	0.08	+ 0.01
Gran Fury	14,685	0.18	.....	0.00	+ 0.18
Chrysler Total	375,853	4.52	159,882	2.77	+ 1.75
LeBaron	111,808	1.34	78,970	1.37	– 0.03
Laser	69,720	0.84	.....	0.00	+ 0.84
Chrysler E	36,494	0.44	43,305	0.75	– 0.31
New Yorker E	69,748	0.84	37,607	0.65	+ 0.19
Fifth Ave.	88,085	1.06	.....	0.00	+ 1.06
Dodge Total	442,527	5.32	304,464	5.28	+ 0.04
Omni	142,494	1.71	101,514	1.76	– 0.05
Aries	150,702	1.81	136,440	2.37	– 0.56
Daytona	53,635	0.65	.....	0.00	+ 0.65
Dodge 400	.....	0.00	28,413	0.49	– 0.49
Dodge 600	72,070	0.87	38,097	0.66	+ 0.21
Diplomat	23,626	0.28	.....	0.00	+ 0.28
FORD MOTOR	1,813,523	21.81	1,243,887	21.57	+ 0.24
Ford Division	1,180,708	14.20	783,225	13.58	+ 0.62
Escort	331,802	3.99	244,780	4.24	– 0.25
Fairmont	.....	0.00	80,833	1.40	– 1.40
Mustang	141,480	1.70	120,873	2.10	– 0.40
LTD	213,742	2.57	155,758	2.70	– 0.13
Thunderbird	170,551	2.05	121,999	2.12	– 0.07
Crown Victoria	86,084	1.04	56,736	0.98	+ 0.06
EXP	23,016	0.28	2,246	0.04	+ 0.24
Tempo	214,033	2.57	.....	0.00	+ 2.57
L-M Division	632,815	7.61	460,662	7.99	– 0.38
Mercury Total	475,381	5.72	359,594	6.24	– 0.52
Lynx	66,056	0.79	69,497	1.21	– 0.42
Capri	20,642	0.25	25,736	0.44	– 0.19
Zephyr	.....	0.00	25,203	0.44	– 0.44
Marquis	107,812	1.30	67,358	1.17	+ 0.13
Cougar	131,171	1.58	75,743	1.31	+ 0.27
Grand Marquis	90,341	1.09	95,718	1.66	– 0.57
LN7	.....	0.00	699	0.01	– 0.01
Topaz	59,359	0.71	.....	0.00	+ 0.71
Lincoln Total	157,434	1.89	101,068	1.75	+ 0.14
Continental	30,468	0.36	16,831	0.29	+ 0.07
Lincoln	93,622	1.13	53,381	0.93	+ 0.20
Mark VII	33,344	0.40	30,856	0.53	– 0.13
GENERAL MOTORS	4,895,988	58.88	3,511,491	60.87	– 1.99
Buick Division	987,980	11.88	808,416	14.01	– 2.13
Skylark	111,211	1.34	104,647	1.81	– 0.47
Skyhawk	145,393	1.75	63,152	1.09	+ 0.66
Century	219,858	2.64	127,926	2.22	– 0.42
Regal	224,754	2.70	228,239	3.96	– 1.26
Buick*	228,901	2.75	234,218	4.06	– 1.31
Riviera	57,863	0.70	50,234	0.87	– 0.17
Cadillac Division	300,300	3.61	292,814	5.08	– 1.47
Cimarron	21,898	0.26	19,294	0.33	– 0.07
Seville	39,997	0.48	30,430	0.53	– 0.05
Eldorado	77,806	0.94	67,416	1.17	– 0.23
Cadillac	160,599	1.93	175,674	3.05	– 1.12
Chevrolet Division	1,868,662	22.48	1,175,200	20.37	+ 2.11
Chevette	243,904	2.93	169,563	2.94	– 0.01
Cavalier	462,612	5.56	218,588	3.79	+ 1.77
Celebrity	309,288	3.72	105,923	1.84	+ 1.88
Camaro	261,592	3.15	154,381	2.68	+ 0.47
Citation	102,205	1.23	92,211	1.60	– 0.37
El Camino	24,244	0.29	117,426	2.02	– 1.73
Monte Carlo	136,778	1.64	96,319	1.67	– 0.03
Chevrolet*	276,492	3.33	220,789	3.83	– 0.50
Corvette	51,547	0.63	.....	0.00	+ 0.63
Oldsmobile Division	1,144,225	13.76	916,583	15.89	– 2.13
Omega	52,986	0.64	53,926	0.93	– 0.29
Firenza	82,475	0.99	40,752	0.71	+ 0.28
Cutlass Supreme	309,124	3.71	271,892	4.71	– 1.00
Cutlass Ciera	280,839	3.38	169,650	2.94	+ 0.44
Oldsmobile*	370,701	4.46	340,758	5.91	– 1.45
Toronado	48,100	0.58	39,605	0.69	– 0.11
Pontiac Division	594,821	7.15	318,478	5.52	+ 1.63
Acadian**	5,866	0.07	11,640	0.20	– 0.13
2000	169,290	2.04	78,329	1.36	– 0.68
1000	55,083	0.66	25,977	0.45	+ 0.21
Firebird	128,304	1.54	74,884	1.30	+ 0.24
Phoenix	22,847	0.27	27,493	0.48	– 0.21
A6000	.....	0.00	5,576	0.09	– 0.09
Bonneville	29,269	0.35	54,414	0.94	– 0.59
Grand Prix	23,953	0.29	40,165	0.70	– 0.41
Parisienne	25,624	0.31	.....	0.00	+ 0.31
Fiero	134,585	1.62	.....	0.00	+ 1.62
HONDA	117,200	1.41	33,508	0.58	+ 0.83
VOLKSWAGEN	104,301	1.26	73,446	1.27	– 0.01
Total Cars, U.S.	8,315,780	100.00	5,768,893	100.00	.....

*Total does not include Electra, DeVille and Olds 98 fwd models, since Buick, Cadillac and Oldsmobile consider them '85 models.
*Standard Chevrolet total includes Canadian production.
**Caravelle and Acadian built for sale in Canada only.

Reagan budget proposal perils loans for exporters

By Jake Kelderman
Washington Reporter

WASHINGTON. – U.S. makers of heavy-duty equipment, off-road vehicles, construction equipment, trucks, trailers and locomotives could see as much as 10 percent or more of their export business go by the wayside if Congress agrees with a proposal to do away with any new loans for the Export-Import Bank.

This proposal by the Reagan Administration is part of its efforts to reduce the federal budget deficit.

The Export-Import Bank is the major source of loans, insurance and loan guarantees for exports of this type of equipment.

Last year, for example, it authorized $327,016,000 in loans, insurance and loan guarantees for transportation equipment exports, $132,301,000 in loans, insurance and guarantees for construction equipment and $71,189,000 for railroad locomotives.

According to a spokesperson for the bank, such items as auto and truck parts and accesories, buses, diesel engines, firefighting vehicles and passenger cars and taxis are included in the transportation category.

Within the construction equipment category are included such items as cranes and hoists, loaders, graders, earthmovers, scrapers and track-type tractors, she said.

The total amount the Export-Import Bank contracted for in transportation and construction equipment last year was $5,305,060,000, according to the bank, but not all of that would be lost to the producers of this equipment under the Reagan budget proposal, the spokesperson said.

"Only the loan part of our program would be cut," she said, "and 90 percent of our operations are typically in the insurance and loan guarantee areas which would not be cut."

U.S. vehicle and equipment makers are extremely reluctant to talk about export sales in which the Export-Import Bank is used.

General Motors' Electromotive Division, for example, makes extensive use of the Export-Import Bank to sell its railroad locomotives, but a spokesman there said the division would have no comment for competitive reasons. Ford said it did virtually no business with the Export-Import Bank last year.

Should Congress go along with the Reagan Administration proposal for the Export-Import Bank loan cutoff, the companies utilizing its financial assistance could expect to lose, using 1983 bank figures, approximately $32.7 million in transportation-related export sales, $13.2 million in construction equipment sales and approximately $7.1 million in railroad locomotive sales in fiscal 1985.

The heavy-duty, off-road, and construction equipment industries have only this year begun to recover from the 1980-1982 recession.

Mazda offers scholarships for study in Japan

LOS ANGELES. – Mazda Motor Corp. has announced a scholarship program to enable 10 American high school and college students to study in Japan in the summer of 1985.

Seven fully paid two-month scholarships are open to all U.S. students; three have been reserved for Mazda dealers' children and employes.

Applicants will be judged on the basis of academic record, extracurricular activities, work experience, teacher recommendations and an essay on why they wish to study in Japan.

Students selected for the program will stay with Japanese host families and experience Japanese life and culture first-hand.

Application forms can be obtained by calling Youth For Understanding, the administering organization, toll-free at 800-424-3691 or by writing to: Youth For Understanding, Scholarship Administration, 3501 Newark St. N.W., Washington, DC 20016.

Applications must be requested by Dec. 31 and returned by Jan. 25, 1985. Winners will be announced March 1, 1985.

3 GM lines for Anderson

RED LODGE, Mont. – Conrad A. Anderson is operating Anderson Chevrolet-Pontiac-Oldsmobile, Inc., here.

Their 25th

George Salomon, left, and Carl Curcio, of Bright Bay Lincoln-Mercruy, Inc., Bay Shore, N.Y., receive a plaque commemorating the dealership's 25th anniversary.

Nissan, Premier join to produce cars in India

TOKYO. – The government of India has approved a plan by Nissan Motor Co., Ltd., and Premier Automobiles, Ltd., the second-largest passenger-car maker in India, for technological cooperation in the production of the Fiat 124.

According to the contract between the two firms, in the spring of 1985 Nissan will begin to supply a 1,200-cc engine and transmission parts for the car to be produced by Premier.

Nissan will also send technical staff to assist Premier in developing capabilities for local production.

Nissan will supply engine and transmission parts for 15,000 cars per year, increasing to 30,000 after two or three years.

Also in cooperation with Premier, Nissan plans to begin local production of the Sunny in about five years, beginning at a rate of 10,000 units per year and increasing to 50,000 units per year.

Nissan is also promoting a cooperative venture for local production and sales of the Atlas, a small truck, together with Allwyn Nissan, Ltd., of Hyderabad, India. Production is scheduled to begin in the spring of 1985.

GM's McDonald to speak at U.S.-Japan conference

ANN ARBOR, Mich. – General Motors President F. James McDonald will be featurered speaker at the Fifth Annual U.S.-Japan Automotive Industry Conference here March 5 and 6.

With the theme, "Entrepreneurship in a Mature Industry," the conference also will include Rosabeth Moss Kanter, author of *The Change Masters: Innovation and Productivity in the American* Corporation; Donald Ephlin, UAW vice president; Edmund Carpenter, executive vice president of ITT, and a representative of the Japanese automotive industry.

Automotive World News

Production overseas

ITALY
Cars

	9 mos. 1984	9 mos. 1983
Alfa Romeo	142,355	144,168
Bertone	4,025	5,009
deTomaso	53	55
Fiat Auto	954,377	872,171
Autobianchi	66,117	62,324
Ferrari	2,097	1,651
Fiat	805,013	734,168
Lancia	81,150	74,028
Lamborghini	157	129
Maserati	5,085	4,229
Nuova Innocenti	13,299	12,522
Pininfarina	2,208	1,676
Total	1,121,560	1,039,959

Commercial vehicles

Alfa Romeo	.....	326
Fiat	20,637	21,444
Sevel	44,778	52,540
Fiat	22,186	26,409
PSA	22,592	26,131
Total	65,415	74,310
Total vehicles	1,277,975	1,114,269

UNITED KINGDOM
Cars

	9 mos. 1984	9 mos. 1983
BL	289,946	327,894
Austin Rover	281,842	318,430
Range Rover	8,104	9,464
Carbodies	1,138	1,633
Ford	230,835	241,112
Jaguar	24,527	20,456
Lotus	624	430
Panther	333	N.A.
Reliant	82	68
Rolls-Royce	1,497	1,217
Talbot	67,734	91,555
TVR	290	207
Vauxhall	85,893	94,171
Others	456	541
Total	703,355	779,284

Commercial vehicles

Bedford	36,591	36,413
BL	51,485	63,584
Austin Rover	11,978	18,286
Freight Rover	12,714	13,283
Land Rover	18,590	22,780
Leyland Veh.	8,203	9,235
ERF	1,306	1,092
Foden	545	473
Hestair Dennis	698	566
MCW	373	279
Reliant	148	105
Renault TI	3,250	3,484
Seddon Atkinson	1,274	838
Others	176	415
Total	173,719	182,637
Total vehicles	877,074	961,921

JAPAN
Cars

	9 mos. 1984	9 mos. 1983
Daihatsu	125,639	140,581
Fuji	181,603	171,423
Honda	629,166	611,681
Isuzu	56,312	92,364
Mazda	591,248	661,197
Mitsubishi	400,404	382,360
Nissan	1,397,020	1,396,289
Suzuki	117,584	96,094
Toyota	1,789,861	1,775,259
Total	5,288,837	5,327,248

Commercial vehicles

Daihatsu	296,917	255,599
Fuji	222,055	225,764
Hino	45,375	38,512
Honda	113,654	137,235
Mazda	279,524	227,121
Mitsubishi	403,193	349,874
Nissan	477,869	477,619
Suzuki	28,206	24,246
Toyota	748,434	664,664
Others	490	519
Total	3,236,571	2,979,758
Total vehicles	8,525,408	8,307,006

Registrations overseas

WEST GERMANY
Cars

	10 mos. 1984	10 mos. 1983
Alfa Romeo	10,795	10,497
Austin Rover	6,036	3,656
Bertone	716	793
BMW	138,229	133,615
Daihatsu	5,719	5,403
Ferrari	262	N.A.
Fiat Auto	95,223	87,061
Ford	251,000	250,741
General Motors	342,424	393,528
Honda	34,307	27,635
Isuzu	2,447	998
Jaguar	1,583	777
Lada	7,460	6,945
Mazda	57,398	51,092
Mercedes-Benz	201,106	214,287
Mitsubishi	39,031	32,408
Nissan	52,151	40,038
Peugeot SA	85,648	80,737
Citroen	33,595	36,851
Peugeot-Talbot	52,053	43,886
Pininfarina	657	581
Porsche	9,837	10,665
Renault	76,022	78,402
Saab	3,266	3,152
Seat	4,253	699
Skoda	1,763	1,321
Subaru	5,853	4,419
Suzuki	12,554	11,439
Toyota	45,454	44,602
VW-Audi Group	578,102	601,957
Audi	125,839	152,414
VW	452,263	449,543
Volvo	13,063	12,800
Others	1,119	1,116
Total	2,083,478	2,111,949

UNITED KINGDOM
Cars

	10 mos. 1984	10 mos. 1983
Alfa Romeo	3,715	7,094
BL	281,388	289,499
BMW	23,259	22,537
Daihatsu	4,405	4,685
Fiat Auto	45,353	45,238
Ford	434,032	46..,703
FSO	4,863	3,878
General Motors	252,660	231,035
Honda	16,602	16,581
Hyundai	4,353	3,171
Jaguar	6,787	6,215
Lada	13,764	17,116
Lotus	482	339
Mazda	15,184	16,168
Mercedes-Benz	12,984	12,275
Mitsubishi	9,230	8,210
Nissan	94,782	93,860
Panther	214	91
Peugeot SA	84,952	95,607
Citroen	22,840	22,858
Peugeot-Talbot	62,112	72,149
Reliant	93	79
Rolls-Royce	571	587
Saab	7,814	8,333
Skoda	9,789	10,019
Subaru	2,397	2,951
Suzuki	2,869	2,928
Toyota	28,158	28,007
VW-Audi Group	87,085	93,211
Audi	17,853	17,622
VW	69,232	75,589
Volvo	52,970	54,685
Zastava	5,203	3,872
Others	3,703	4,217
Total	1,563,860	1,598,844

NORWAY
Cars

	9 mos. 1984	9 mos. 1983
Alfa Romeo	55	58
BMW	1,650	1,673
Chrysler	14	55
Dacia	14	5
Daihatsu	586	840
Fiat	3,880	1,733
Ford	12,195	12,692
General Motors	9,459	11,433
Honda	2,150	2,462
Lada	2,000	2,460
Lancia	59	102
Mazda	9,063	11,094
Mercedes-Benz	1,331	1,320
Mitsubishi	3,003	3,005
Nissan	4,386	6,161
Peugeot SA	4,975	4,302
Citroen	1,612	1,540
Peugeot	2,826	1,867
Talbot	537	895
Renault	325	382
Saab	1,789	1,625
Skoda	398	371
Subaru	806	954
Toyota	7,018	6,535
VW-Audi Group	8,142	9,514
Audi	1,542	1,790
VW	6,600	7,724
Volvo	6,115	6,278
Others	159	94
Total	79,592	85,143

SWEDEN
Cars

	10 mos. 1984	10 mos. 1983
Alfa Romeo	926	636
BMW	3,354	3,127
Daihatsu	836	861
Fiat Auto	5,668	4,440
Ford	22,282	17,190
General Motors	17,119	16,225
Honda	2,858	2,414
Jaguar	32	14
Lada	1,376	1,639
Mazda	9,202	9,978
Mercedes-Benz	4,722	3,984
Mitsubishi	1,449	1,276
Nissan	6,493	4,560
Peugeot SA	6,289	5,135
Citroen	2,895	2,235
Peugeot-Talbot	3,394	2,900
Porsche	264	168
Renault	2,171	1,791
Saab	23,988	23,546
Skoda	245	307
Toyota	7,375	6,864
VW-Audi Group	21,398	17,986
Audi	5,348	3,794
VW	16,050	14,192
Volvo	49,909	48,129
Others	17	11
Total	188,391	170,772

DENMARK
Cars

	10 mos. 1984	10 mos. 1983
Alfa Romeo	237	261
Austin Rover	353	60
BMW	2,163	2,006
Dacia	791	262
Daihatsu	1,661	2,626
Fiat Auto	6,681	5,495
Ford	20,174	14,715
FSO	1,116	544
General Motors	16,324	13,847
Honda	1,241	1,032
Jaguar	30	24
Lada	3,641	4,344
Mazda	10,815	10,832
Mercedes-Benz	747	702
Mitsubishi	1,695	887
Nissan	6,425	6,520
Peugeot SA	8,106	7,078
Citroen	5,058	4,044
Peugeot-Talbot	3,048	3,034
Renault	559	583
Saab	1,495	1,776
Skoda	6,140	6,562
Subaru	151	224
Suzuki	91	6
Toyota	13,289	9,615
Trabant	87	125
VW-Audi Group	7,984	4,852
Audi	451	641
VW	7,533	4,211
Volvo	4,841	3,440
Wartburg	825	906
Zastava	673	19
Total	118,342	99,603

HOLLAND
Cars

	9 mos. 1984	9 mos. 1983
Alfa Romeo	3,765	3,514
American Motors	7	22
Austin Rover	5,276	6,568
BMW	11,191	12,998
Chrysler	15	40
Daihatsu	3,622	3,934
Fiat Auto	28,243	25,213
Ford	46,609	41,264
FSO	46,609	41,264
General Motors	59,614	62,747
Honda	11,203	9,767
Hyundai	2,182	2,851
Lada	5,728	7,363
Mazda	14,395	16,911
Mercedes-Benz	7,515	7,730
Mitsubishi	11,062	12,038
Nissan	18,511	19,805
Peugeot SA	40,364	40,833
Citroen	19,047	19,737
Peugeot-Talbot	21,317	21,096
Porsche	148	185
Renault	21,370	24,611
Saab	2,633	3,101
Seat	5,203	569
Skoda	2,979	2,271
Subaru	2,347	3,022
Suzuki	8,981	9,239
Toyota	15,764	17,214
VW-Audi Group	35,873	31,797
Volvo	18,957	17,961
Zastava	923	1,417
Total	384,664	385,101

ITALY
Cars (sales)

	9 mos. 1984	9 mos. 1983
Alfa Romeo	93,673	78,729
Austin Rover	17,223	20,655
BMW	22,405	22,145
Fiat Auto	687,618	673,717
Autobiachni-Lancia	106,969	102,387
Fiat	580,174	571/330
Ferrari	475	N.A.
Ford	55,055	55,720
General Motors	41,190	42,208
Japanese (all)	2,120	1,772
Jeep	324	309
Lada	173	545
Mercedes-Benz	10,415	10,217
Maserati	2,137	3,893
Nuova Innocenti	13,555	10,123
Peugeot SA	85,669	82,350
Citroen	46,444	48,184
Peugeot-Talbot	39,225	34,166
Porsche	731	852
Renault	113,656	131,259
Saab	1,564	1,932
Seat	23,896	1,669
VW-Audi Group	64,676	73,766
Audi	11,616	18,246
VW	53,060	55,520
Volvo	16,431	13,640
Others	5,634	5,018
Total	1,258,145	1,230,519

SWITZERLAND
Cars

	9 mos. 1984	9 mos. 1983
Alfa Romeo	6,386	5,748
American Motors	117	164
Austin Rover	2,074	1,715
BMW	10,221	8,995
Daihatsu	1,059	1,076
Fiat Auto	18,736	18,708
Ford	18,899	20,260
General Motors	29,649	26,007
Honda	6,887	5,936
Isuzu	432	448
Mazda	7,310	10,218
Mercedes-Benz	4,268	3,512
Mitsubishi	7,062	7,445
Nissan	8,342	12,540
Peugeot SA	19,035	19,429
Citroen	8,405	8,190
Peugeot-Talbot	10,630	11,239
Porsche	1,140	1,058
Puch	104	142
Renault	12,117	12,063
Rolls-Royce	41	56
Saab	1,017	942
Skoda	192	254
Subaru	5,233	5,348
Suzuki	2,993	3,339
Toyota	13,988	14,602
VW-Audi Group	33,344	31,905
Audi	8,242	9,560
VW	25,102	22,345
Volvo	4,852	5,207
Total	215,535	219,117

AUSTRIA
Cars

	9 mos. 1984	9 mos. 1983
Alfa Romeo	2,132	2,369
BL	241	463
BMW	6,751	7,016
Daihatsu	665	927
Fiat Auto	12,626	11,633
Ford	17,863	16,992
General Motors	20,580	26,582
Honda	3,457	3,530
Isuzu	69	137
Lada	1,250	1,468
Mazda	17,262	22,332
Mercedes-Benz	5,496	6,805
Mitsubishi	4,617	4,080
Nissan	8,679	13,403
Peugeot SA	11,873	12,385
Porsche	388	445
Renault	8,240	9,366
Saab	337	393
Seat	597	111
Skoda	1,826	2,737
Suzuki	2,338	2,238
Toyota	8,353	10,137
VW-Audi Group	33,593	41,305
Volvo	2,729	2,946
Others	214	19
Total	173,112	200,543

JAPAN
Cars

	9 mos. 1984	9 mos. 1983
Daihatsu	81,204	82,517

Continued on Page 22

Automotive World News

Renix aims at diversification

Renault-Allied firm plans to expand its customer base

By Richard Feast
European Editor

Renix, the automotive electronics company formed in the late 1970s by Renault of France and Bendix Corp. of the U.S., is on the way to becoming a FF 1 billion a year operation before 1988. At current exchange rates that comes to $105 million in annual sales.

Now about half way to that goal, Renix is profitable and working at diversifying its product and client base. Renix chairman Richard A. Tillie, however, acknowledges that 1984-85 results will suffer somewhat because French auto maker Renault, its main customer for automotive electronic ignition and injection systems, is struggling.

While Renault is starting to make a comeback, Renix's biggest lift is expected to come from North America. Within two years, all vehicles (including Jeeps) turned out by American Motors, Renault's U.S. affiliate, will have fuel-injection systems, and 70 percent will come from Renix, according to sales and marketing director Cyrille Emelianoff.

The drive to find new kinds of customers is aimed at giving Renix stability. At present it sells 70 percent of its output to Renault, 20 percent to AMC and 10 percent to Volvo in Sweden and Holland. By the end of the decade Renix expects the figures to be 30 percent each to Renault and AMC, and 40 percent spread among other customers.

Renix currently is designing a complete engine-management system for Volvo. Future projects are expected to include a Peugeot version of that French auto company's joint-project (with Fiat) 1-liter engine, and electronic controls for a four-speed automatic transmission on which Renault and West Germany auto maker Volkswagen are collaborating.

Richard Tillie: Reaching for $100 million in annual sales.

The average age of Renix workers is 29. Many are research engineers.

Within a few months, DBA, a Bendix company, is expected to unveil a truck anti-lock braking system using Renix electronics. Renix also is working on a multiplex wiring system for buses, and is in the early stages of developing electronics for suspension control.

Company officials also believe there is potential for developing products outside the transportation field, including medical equipment and any market that might use electronic voice-recognition systems. This is long-term, however, and for the next several years Renix will be closely tied to the auto industry.

Renix was formed in November 1978 with Renault owning 51 percent and Bendix, now part of Allied Corp., 49 percent. Today it's capitalized at FF 50 million ($5.3 million) and managed by a nine-member team headed by Tillie, who's been with Renault 37 years. The supervisory board has four members each from Renault and Allied, headed by Tillie and John H. Campbell, a Bendix group vice president.

Renix is centered around Toulouse, an area Tillie likens to the U.S. West Coast's Silicon Valley, "but much smaller." Toulouse also is the home of prestige high-tech companies such as Aerospatiale, Thomson-CSF, Matra and Motorola, so Renix is in good company.

Renix's first factory and headquarters opened in the suburb of Mirail in February 1980, and was followed by smaller plants in nearby Boussens (1983) and St. Gaudens, Foix and Pouvourville (1984). To support its growing North American business, Renix opened a 10-person office in Detroit last June. The company's first product was electronic ignition, and it will produce about 1.15 million units in 1984 and an estimated 1.35 million in 1985. Its next product was a control system for automatic transmissions, now running just below 200,000 units annually, mostly exported to AMC since automatics are low-volume in Europe.

Renix also will turn out 60,000 cruise control units in 1984 and 70,000 in 1985. About 100,000 diesel preheaters, a newer product, will be produced in 1985, while the company's so-called "short run" department in 1985 will turn out about 33,000 control units for bus heating and diagnostic systems.

Another main product line, electronic-control boxes for fuel-injection, bowed in 1983; nearly 60,000 were made this year and volume is projected at 145,000 in 1985. Meantime, the company's early emphasis on ignition products is decreasing.

Average age of Renix's 920 employes is 29. Research engineers represent a high percentage of the work force. Quality control is top priority; a red-alert system can bring the entire production operation to a halt within an hour of a problem being positively identified, according to quality director Bernard Deutz d'Arragon. This month Renix was named winner of the Industry and Quality Award by the French Industry Ministry and *L'Usine Nouvelle* magazine.

Renix sales are climbing. The company lost FF 9.0 million on sales of FF 18 million in 1980, and lost FF 2.5 million on sales of FF 76 million in 1981. The turning point was 1982 when sales of FF 210 million yielded a profit of FF2.5 million. In 1983 sales were FF 336 million ($35.7 million at current exchange rates) and profit totaled FF 21.4 million ($2.3 million). Says Tillie: "This covered previous losses, reconstituted capital stock and enabled an employe profit-sharing scheme."

Tillie does not believe 1984 results will be as good as 1983. Renault's heavy losses are putting a squeeze on Renix prices, which makes diversification even more imperative. Renix has a five-year FF 350 million ($37.2 million) investment program under way, which will be about 15 percent of anticipated sales for the period, according to Tillie who says investment in electronics "must be higher than mainstream auto making."

Registrations

Continued from Page 20

Fuji	64,411	58,499
Honda	180,161	170,766
Isuzu	32,221	44,857
Mazda	161,935	187,218
Mitsubishi	151,033	135,555
Nissan	620,722	633,880
Suzuki	57,222	68,610
Toyota	937,435	915,792
Imports (all)	31,481	27,454
Total	2,317,825	2,325,148

FRANCE
Cars

	8 mos. 1984	8 mos. 1983
Alfa Romeo	14,545	19,204
Aro	676	392
Austin Rover	20,715	19,161
BMW	20,675	22,582
Ferrari	66	99
Fiat Auto	67,002	68,017
Ford	92,712	92,004
FSO	1,356	1,402
General Motors	49,240	53,134
Honda	4,796	5,414
Jaguar	109	137
Lada	17,256	17,373
Mazda	7,926	9,068
Mercedes-Benz	11,826	12,459
Mitsubishi	2,332	2,594
Nissan	8,977	11,182
Nuova Innocenti	936	1,329
Peugeot SA	383,216	438,778
Citroen	151,873	177,027
Peugeot	201,141	198,191
Talbot	30,202	63,560
Porsche	1,031	1,146
Renault	376,291	462,965
Saab	783	510
Seat	10,839	242
Skoda	3,005	3,852
Toyota	7,834	8,736
VW-Audi Group	61,948	78,533
Audi	15,708	17,492
VW	46,240	61,041
Volvo	10,345	8,847
Zastava	980	1,265
Others	107	51
Total	1,176,452	1,339,735

world news briefs

AR wants dealers

Trevor Taylor, sales and marketing director, says Austin Rover wants to reduce its reliance on the U.K. market from 80 percent to 60 percent of total sales volume. A campaign is under way to add dealers on the European mainland in an attempt to boost AR's market share to nearly three percent.

Ceramic start

Renault of France and Norton Corp., Massachusetts, agree to develop a new generation of ceramic engines for cars. The venture, called Ceratech, will be based at Tarbes in southwest France.

Convertibles catch on

The U.K. importer of Czechoslovakian Skodas is offering customers a convertible conversion (see accompanying photos). Done in England, the conversion adds $1,400 to the very competitive price of $4,300 for the Rapid Coupe model.

Peugeot loses less

Peugeot, France's privately held auto company, cut its losses in first-half 1984 to $43 million, about half as much as a year earlier. Group sales climbed seven percent to $4.9 billion.

New paint shop

A $38 million paint facility is put into operation by Volvo Car B.V., Holland, at its Born factory. Besides improving product quality and the work environment, it will enable production to be boosted from a present level of 100,000 units annually to 120,000. Volvo Car builds the 340/360 series, and in 1986 starts producing its replacement which will be sold in the U.S.

Saab spending

Saab Car Div., Sweden, is spending $41 million to raise annual production 25 percent to 150,000 units. The money is being spent over three years. As a group, Saab-Scania AB sales rose 27 percent in the first eight months of 1984 compared to a year earlier, reaching $1.86 billion.

Renault robots

Renault Automation, subsidiary of Renault's industrial group, signs a technical agreement with Toyoda Machine Works Ltd., subsidiary of Japan's Toyota Motor Corp., to produce industrial robots in 1985. Software and most hardware will be supplied by the French company. Toyoda will supply certain mechanical components. The pact gives Renault exclusive marketing and distribution rights in France and nonexclusive marketing rights worldwide.

Seat system

Minebea Co. Ltd., Tokyo, develops a system to measure body pressure distribution, for use in seat design. The computerized unit (CRT, printer, floppy disc, keyboard), using customer software, displays pressure values of up to 320 sensors for seat and back cushion; isobar graph; cross section of isobar graph for contour evaluation; and dynamics of individual sensor pressures over a designated period of time.

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GM and Ford to miss 1985 CAFE figure

By Helen Kahn
Washington Bureau Chief

WASHINGTON.—Both General Motors and Ford Motor Co. have told NHTSA they anticipate missing the 1985 CAFE standard because the public is buying larger cars with larger engines although both firms make lots of smaller, more-fuel-efficient cars.

Ford's miss is estimated as 1.6 MPG below the 27.5 MPG passenger-car standard (using volume of 1,945,869) and GM projects its failing as 2.4 MPG (using volume of 4,474,000).

Despite the fact that the light-truck fuel-economy standard for 1985 was changed to accommodate its needs, Ford now said it thinks it will reach only 19.1 MPG, 0.4 MPG below the revised standard. GMexpects to exceed the standard by 0.4 MPG.

Addressing its shortfall in passenger-car CAFE, GM said that, as a full-line manufacturer, it has had a "more dramatic shift" in CAFE than a company offering a narrower line of vehicles.

GM also pointed out that it has kept making an investment in more-fuel-efficient vehicles and has even increased capacity in smaller vehicles beyond the number its customers are buying. The company said that some of its competitors have postponed such plans because of the recession or the shift in customer demand.

However, since the public is not buying GM's small cars and since GM has used up all its carryforward credits, it plans to offset its shortfall by using carryback credits from 1986, 1987 and 1988.

While GM is pleased with the "short-term relief" given by Congress in 1980 when it enacted the three-year carryforward and three-year carryback provisions, GM still wants more regulatory leeway from EPA.

The company has said, for example, that the 0.2-MPG adjustment factor for changes in test procedure is not enough. Despite these objections, GM uses in its projections the 0.2 MPG which EPA allows both for test procedure changes and for changes in fuel characteristics. Even so, in its projections, GM has counted the total of 0.4 MPG EPA has so far allowed.

Ford, in order to meet its projected 1.6-MPG shortfall, plans to use what carryforward credits it has and to start using carryback credits.

Ford expects to meet the 1985 light-truck fuel economy standard because it now has some extra carryforward credits since it has recalculated earlier fuel economy taking into account the allowances proposed by EPA for test fuel chanarcteristics.

Due in Europe in '86

New baby Volvo

Volvo will launch an all-new middle-class model next year, being developed under the G-1 code name. It will be the first Volvo with front-wheel drive. Buyers will have the choice of five-spdeed or CVT transmission. Engine size ranges from 1.4 to 2.0 liters. At present, Volvo plans to limit marketing to Europe.

Hyundai nearing decision on sale of cars in U.S.

By Richard Johnson
Detroit Reporter

Officials at Hyundai Motor Corp. are awaiting final word from corporate headquarters in Seoul, Korea, on whether to pursue U.S. marketing plans, but the company's Canadian arm is still hoping for a 1985 launch in this country.

Following its huge sales success in Canada in 1984, Hyundai has received numerous inquiries from U.S. dealers anxious to obtain franchises, according to John Kim, senior coordinator to vice president for Hyundai Auto Canada in Markham, Ont., near Toronto.

Hyundai is planning a reception at the upcoming NADA convention in San Francisco and will use the event to gauge interest in franchises. But if response to recent publicity about Hyundai's U.S. plans is any indication, the Korean auto maker will have little trouble rounding up a network of retailers.

"Many American dealers are very interested in a Hyundai franchise," said Kim. "They have phoned me and said they want to have a dealership, but we have not started dealer recruitment officially."

Kim said U.S. dealers have been impressed both by positive reports from the company's franchise-holders north of the border, and by Hyundai's sales performance in Canada.

At public introduction of its Pony subcompact last January, Hyundai projected sales of 5,000 units for the calendar year. But the final total, due to be reported late last week, was expected to reach 25,000.

Through Friday, Dec. 28, Hyundai reported 1984 sales of 24,328. The Korean firm will finish fourth among Canadian importers for the year, behind Honda Canada, Inc.; Toyota Canada, Inc., and Nissan Automobile Co. of Canada. But Hyundai has been running third, ahead of Nissan, since August.

The new Canadian entry captured about 5 percent of the overall domestic market in 1984, according to William Ker, national sales manager for Hyundai Auto Canada, who said Hyundai's Canadian operation now accounts for roughly 20 percent of the parent company's worldwide automobile sales.

The Canadian sales success has resulted in pressure to remove a tariff loophole that allows the Pony to be shipped duty-free from Korea. The Pony is imported under a special tariff applicable

Continued on Page 53, Col. 1

No increase at this time, company says

Ford won't follow GM price hike

By John K. Teahen Jr.
Managing Editor

Ford Motor Co. last week decided not to play follow-the-leader with General Motors on 1985 car prices.

Philip E. Benton Jr., Sales Operations vice president, said, "Ford has chosen not to increase prices of its 1985 cars at this time in an effort to maintain the continuation of the sales momentum established by Ford and LLincoln-Mercury dealers in the 1984 calendar year."

The words "at this time" apparently mean that Ford has not slammed the door completely on a price hike, but the company obviously is not marching in lockstep with GM.

Chrysler Corp was still studying the matter at presstime.

GM sent its rivals to their calculators, computers and the like by announcing a $296 hike that took effect Jan. 2.

It was GM's second increase of the 1985 model year. Coupled with a $292 average boost at the beginning of the season, it brought GM's hike on its new cars to an average of $588.

Auto observers had various explanations of GM's action. One thesis was that it might be a profit hedge against a sales year that might not be as good as the auto makers have proclaimed in their public utterances.

Others looked back to last fall's labor contract. The new pact was hailed as noninflationary, but some onlookers feel that GM gave away the store.

Said one price analyst last week, "Any increase in labor costs is playing into the hands of the Japanese, especially if the Voluntary Restraint Agreement is not renewed or if the Japanese 'quota'

Continued on Page 56, Col. 1

breaking news

Nissan's first U.S.-built car to roll early

SMYRNA, Tenn.—Nissan Motor Mfg. Corp. said its first U.S.-made auto, a Sentra, will roll off the line here March 26, roughly one month ahead of schedule. Plans for a second shift to be added in June are on schedule, Nissan said. Over a three-year period, capacity will be expanded to 140,000 trucks and 100,000 cars; Nissan built 100,000 cars here last year.

BMW puts $5.6 million in robot vision firm

PITTSBURGH.—A newly formed subsidiary of American Robot Corp. here has received $5.6 million in equity and research money from BMW to support advanced machine vision products.The new company, American Industrial Vision Corp., is developing vision systems for inspecting complex assemblies, dimensional gauging, seam location and tracking and adaptive control of robots. Romesh Wadwani, chairman of American Robot, said BMW is looking for investments and research and development agreements with American companies offering specialized technologies with potential to improve development and production methods in its car, motorcycle and engine plants.

Show sold out with waiting list for openings

Bigger turnout predicted for NADA convention

WASHINGTON.—Reflecting the economic resurgence in automotive retailing, attendance at the NADA convention later this month is expected to top last year's tally of 17,000.

The convention will be held Jan. 26-29, with most sessions held in San Francisco's new Moscone Center. Some events will take place at the Civic Auditorium.

"Dealers are hungry for the kind of knowledge and information which is being presented," said James P. Jennings, outgoing NADA president.

"They've had to be professional managers to survive the recession of the early 1980s and now they want to be still better executives to thrive in the marketplace of the future."

Space for the equipment and services exhibition, which will be held in Moscone Center, was booked in less than a week after it was offered, NADA said. More than 120 companies are on a waiting list for any openings that might develop.

Workshop presentations, which reflect carefully researched topics covered by successful dealers, allied industry executives and expert consultants, will address 37 subjects in 96 sessions.

In addition, 21 separate make meetings will be held for dealers to provide forums for discussions of important issues and market conditions.

The annual Time Magazine Quality Dealer Awards will be presented at the opening session, which begins at 3 p.m. Saturday, Jan. 26, at San Francisco's Civic Auditorium. These awards are presented to outstanding new-car dealers for exceptional performance in their dealerships, combined with exceptional community and civic service.

Keynote speaker at the convention's opening session Saturday

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But showroom date is months away

Ford Aerostar bows at two auto shows

By Matt De Lorenzo
Staff Correspondent

LOS ANGELES.—Ford's entry into the compact-van market, Aerostar, made its debut at the Los Angeles Auto Show and the Washington International Auto Show over the weekend, even though Job One isn't scheduled until May and the sale date is tentatively scheduled for June.

The rear-wheel-drive van will be offered in two versions, Aerostar Wagon (a window van geared to the passenger market) and Aerostar Van (a panel unit for commercial use). Base power plant is a 2.3-liter, four-cylinder engine, while a 2.8-liter V-6 is optional.

Louis Lataif, Ford Division general manager, said here, "65 percent (of Aerostar buyers) will replace their car" when they buy the truck. He said Ford expects to build and sell 200,000 units in the first year, 60 percent wagons and 40 percent vans. About 10 to 12 percent will be allocated for RV and custom conversions. Lataif said the target market is 30-to-35-year-old, college-educated buyers with household incomes of $40,000 plus. He expects half of them to be women.

Aerostar will have a 2,000-pound payload capacity and a trailer towing capability up to 5,000 pounds.

Lataif said Aerostar is expected to fit in a niche between the offerings of Chrysler Corp. and General Motors in the market. "The Chrysler entries are primarily passenger" units, he said, estimating that 90 to 95 percent of the build are window units. "GM's is much more commercial. We think we will be right in the middle."

Speaking at the Washington auto show, Berle Stajich, compact light-truck marketing product planner for Ford Division, said the Aerostar will not get dual rear doors for at least a year.

This will hinder the company's efforts in reaching service-industry customers, but Stajich said the schedule could not be moved up.

The service industries will be the prime target of Aerostar.

The success of Chrysler's small vans has fueled expectations that the new segment could reach as many as 800,000 to one million units, although Ford is taking a more conservative view.

"We're estimating it to be 600,-000 to 650,000 for all the players," Lataif said, adding that at 200,-000 units, "we will get a third share" which is where the company wants to be.

Chrysler's decision to stick with large cars in St. Louis rather than adding a second source for the minivans may lend credence to this more conservative estimate of the market.

"Euphoria took over for a while, now reality is setting in," Lataif said of early estimates of the segment's strength.

Lataif said the introduction of Aerostar may reduce station wagon sales by as much as 10 to 15 percent, but he doesn't see the vehicle replacing station wagons across the board at Ford.

"The draw (to Aerostar) won't be concentrated in one area," he said, noting that he expects to get buyers from full-size vans, station wagons and passenger cars.

Lataif confirmed that 4WD is planned for the van, although it may be as far as two years away. He doesn't see 4WD Aerostar hurting Bronco or Bronco II sales.

Lataif said he is anxious to see Aerostar, which will be sold as a 1986 model, on the road. The delay in bringing the vehicle to market is not product related, but rather the result of putting together the new modular production system in St. Louis, he said. Work on the nearly mile-long assembly line is expected to be completed soon.

In Brazil, Del Rey is a Ford

Ford of Brazil has provided a facelift for its 1985 Del Rey. The Del Rey is totally Brazilian in design and has no counterpart in Ford's U.S. lineup. It is similar in size to a Ford Tempo.

Tire makers hike prices 1-3 pct. on replacement units

DETROIT.—Nine tire manufacturers, including five major producers, announced price increases of 1—3 percent for replacement tires, effective Jan. 1 or early 1985.

Manufacturers raising prices include Firestone Tire & Rubber Co.; Goodyear Tire & Rubber Co.; B.F. Goodrich Co.; Uniroyal, Inc., and General Tire & Rubber Co.

Other producers increasing prices are Kelly-Springfield Tire Co., Armstrong Rubber Co., McCreary Tire & Rubber Co. and Dunlop Tire & Rubber Corp.

Prices to original equipment manufacturers were set last summer and are not affected.

To bring Yugo cars to U.S.

Bricklin forms shipping company

By John A. Russell
New York Staff Writer

NEW YORK.—A new shipping company, Automobile Transportation International, has been formed by Fram Shipping, Ltd., of Bermuda, and Bricklin Industries, Inc. The company will transport the Yugo 55 to the U.S.

ATI also purchased stock in Yugo America, Inc., the importer of the Yugoslavian subcompact, for an undisclosed price. However, a spokesman for Yugo said it was a seven-figure investment and the money came from an initial investment by Fram Shipping.

Fram Shipping, established in Bermuda in 1974, is a holding company and ship brokerage company. There are 21 companies under the Fram umbrella, and the interests are varied. They include coal mining operations and shipping operations.

ATI is owned jointly by Fram and Bricklin Industries, the parent company of Yugo America, Inc.

Under the arrangement, ATI will transport the Yugo cars through direct contracts and long-term leases. A spokesman for Yugo said that because of ATI's expertise in shipping, it would handle the contracts with various shipping companies.

The company has not decided which port or ports of entry it will use in the U.S..

Per Arneberg, managing director of Fram Shipping, has become managing director of ATI.

He said, "Fram Shipping, Ltd., is pleased to join with Malcolm Bricklin and his associates in this exciting venture. We look forward to what we believe will be an important step in the marketing of new automobiles from overseas."

Bricklin said he intends to import 35,000 cars during the first 12 months starting in late May and expand to 76,000 cars in the second year.

The Yugo is to have a suggested retail price of $3,990.

Mileage guide for '85 models issued by DOE

WASHINGTON.—The cars themselves have been on the market for a while but the 1985 Mileage Guide is just now making it.

The Department of Energy, which handles the guide's distribution, said last week that dealers must display them and have copies available for prospective customers on or before Jan. 11. The department said that any dealer who does not yet have the guides should contact the Technical Information Center in Oak Ridge, Tenn., at P.O. Box 62.

The guide this year gives both city and highway fuel economy ratings discounted for real world performance: That is to say, the city number is discounted by 10 percent from the EPA's dynamometer generated figure and the highway number is discounted by 22 percent.

Mexican engine due for U.S.-built Nissan

By Jake Kelderman
Washington Reporter

WASHINGTON.—The Nissan Sentras that will begin rolling from the company's Smyrna (Tenn.) assembly plant this spring will be a product of more than just Japanese and American cooperation. Mexico eventually will play a part.

According to a report in the Japan Economic Journal, Nissan's U.S. manufacturing subsidiary will begin importing engines for the vehicles from Nissan's Mexican operation by the end of 1985 or the beginning of 1986.

This will be done for two reasons: To cut production costs and to satisfy a Mexican Government requirement that 50 percent of all goods manufactured by foreign-owned companies be exported.

Nissan Mexicana, which started operations in July, 1983, currently produces 8,000 to 9,000 four-cylinder engines a month for front-wheel-drive subcompact cars.

About half of those go into vehicles the subsidiary produces and the other half are shipped to Japan for installation in cars Nissan exports. Nissan Mexicana also produces stampings for the Smyrna facility.

"We have confidence in the quality and performance of engines made at the Mexican plant," a Nissan official said.

Mexico is expected to play an increasing role in the North American auto market, primarily as a supplier to the industry. This is because of its very low wage rates, its proximity to the U.S. and its export policy which requires any foreign producer to export 50 percent of its production.

In additon to Nissan, Chrysler Corp., Volkswagen and Ford Motor Co. now, or will, source from plants south of the border.

Merkur to start early in California market

By Matt De Lorenzo
Staff Correspondent

LOS ANGELES.—Merkur XR4Ti, Ford's German-built sport sedan, will go on sale in California Jan. 24, two months ahead of the national introduction, Robert Rewey, Lincoln-Mercury general manager told a news conference here. The car made its debut at the Los Angeles Auto Show over the weekend.

Starting at a base price of $16,-538 in five Western states, the XR4Ti will be sold by Lincoln-Mercury dealers holding the Merkur franchise. Base price elsewhere will be $16,361. The higher-priced version includes air conditioning, Pirelli P6 tires, alloy wheels and scheduled maintenance for the first three years or 36,000 miles. About 20,000 of the cars are expected to be sold in the first year.

Currently, 725 of Lincoln-Mercury's 840 dealers have been qualified to handle the new franchise, Rewey said, adding that more car lines will be offered through the new network. He predicted the Merkur, which will also feature a four-door sedan and wagon models different from the XR4Ti, will hit 100,000 sales by 1990.

"That's about 10 percent of the projected Lincoln-Mercury volume for the beginning of the decade," Rewey said. "Merkur will lead Lincoln-Mercury into a new growing segment of the market, giving us incremental sales and improved market shares."

The XR4Ti's launch will be supported with the Merkur Commitment owner program, similar to the division's Lincoln Commitment effort.

That program includes a 36-month, 36,000-mile warranty, an

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60th year—No. 5056

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Magazine, NADA mark 16th year of sponsorship

63 nominated for Time awards

NEW YORK.—Time magazine has received 63 nominations from automotive trade associations in 43 states and the District of Columbia for the 16th annual Time Magazine Quality Dealer Awards (TMQDA) program.

Sponsored by Time in cooperation with NADA, the TMQDA program honors outstanding franchised new-car and truck dealers for exceptional performance in their dealerships, combined with distinguished community service.

The 1985 awards will be presented Jan. 26 at the opening business session of the annual NADA convention in San Francisco.

At that ceremony, 20 finalists will be selected and from among them the Time Magazine Quality Dealer of the Year will be singled out. The Quality Dealer of the Year serves as spokesman for TMQDA winners and represents them in meetings in Washington with Cabinet members and with his congressional delegation.

Winners are chosen by a panel of faculty members from the University of Michigan Graduate School of Business Administration. In appreciation, Time makes a grant of scholarship funds to the Graduate School of Business Administration in the name of Time, NADA and all TMQDA winners.

"This is the 16th year of Time and NADA sponsorship of the

Continued on Page 24, Col. 3

A Misle milestone

Henry Misle, left, co-owner of Misle Imports, Lincoln, Neb., and Bryan Misle, general manager of the dealership, accept a 10-year award from Randall Spicher, district sales manager of Mazda Distributors (Gulf), Inc. Misle Imports was the first Mazda deal in Nebraska.

Total is highest in 8 years

Mid-December sales rise 9 pct.

Jenny L. King
Detroit Reporter

Mid-December domestic new-car sales, aided by an extra selling day, posted a 9.16-percent increase over 1983 and pushed the year-to-date total to 7,771,433. It was the best total for the Dec. 11-20 period in eight years.

With nine selling days in the 1984 period, the six major U.S. auto makers managed to add more than 16,000 units to the number of new cars sold a year earlier for a 9.16-percent gain. On a daily-rate basis, they were down 2.97 percent (21,801 in 1984; 22,469 in 1983).

Domestic sales in the Dec. 11-20 period added to 196,209, up from 179,749 a year ago.

On a year-to-year basis, three of the makers were up, whereas the daily-rate comparison shaved it to two makers ahead. Chrysler Corp. and Ford Motor Co. were up both ways and General Motors missed in the daily-rate contest.

Chrysler reported sales of 26,516 new passenger cars, up 15.68 percent from 22,922 in 1983 (up 5.40 percent daily rate). Ford was up 13.73 percent, to 47,035 from 41,358 (up 1.08 percent daily rate). GM sales of 115,095 were up 8.29 percent from 106,284 (off 3.74 percent daily rate).

American Motors reported estimated sales of 3,200, down 20.00 percent from 4,000 a year earlier (down 28.80 percent daily rate). Honda had its first sales decline since it began selling U.S.-built cars, slipping 2.75 percent to 2,939 from 3,022 (down 13.49 percent daily rate) and Volkswagen was off 34.17 percent, to 1,424 from 2,163 (down 41.62 percent daily rate).

Chrysler and Ford were the only makers to increase their shares of the market in the period. Chrysler climbed to 13.51 percent from 12.75 percent and Ford was up to 23.97 percent from 23.01 percent. GM slipped to 58.66 percent from 59.13 percent. AMC was down to 1.63 percent from 2.23 percent. Honda had 1.50 percent in 1984 compared with 1.68 percent a year earlier and VW skidded to 0.73 percent from 1.20 percent.

• In a year-to-year comparison, eight of the domestic makes earned increases, ranging from 5.22 percent for Ford to 56.35 percent for Buick. Plymouth was up 9.50 percent, Chrysler was up 26.76 percent and Dodge was up 11.72 percent. Ford was up 5.22 percent, Mercury was up 19.81 percent and Lincoln was up 52.75 percent. Buick was up 56.35 percent and Chevrolet gained 7.67 percent.

There were minus signs before the results of the remaining makes. Cadillac was off 20.00 percent, Oldsmobile dropped 3.58 percent and Pontiac was down 7.70 percent. AMC dropped 55.56 percent, Renault was down 9.68 percent, VW was down 34.17 percent and Honda dropped 2.75 percent.

Calendar-year sales through Dec. 20 were up 17.95 percent, to 7,771,433 from 6,588,692 in 1983.

DOMESTIC SALES

	Dec. 11 20, 1984	Dec. 11 20, 1983
Renault		
Alliance-Encore	2,800 †	3,100 †
AMC	400 †	900 †
AMERICAN MOTORS	3,200 †	4,000 †
Chrysler	9,004	7,103
Plymouth	7,963	7,272
Dodge	9,549	8,547
CHRYSLER CORP.	26,516	22,922
Ford	30,536	29,021
Mercury	11,830	9,874
Lincoln	4,669	2,463
FORD MOTOR CO.	47,035	41,358
Buick	28,486	18,219
Cadillac	7,022	8,778
Chevrolet	38,104	35,389
Oldsmobile	22,590	23,429
Pontiac	18,893	20,469
GENERAL MOTORS	115,095	106,284
VOLKSWAGEN	1,424	2,163
HONDA	2,939	3,022
U.S. INDUSTRY TOTAL	196,209	179,749

† Estimate

Budd Co. creates Transit America

TROY, Mich.—Budd Co. has created Transit America, Inc., from its Philadelphia-based Transit Division railcar design and manufacturing operations.

This move enhances opportunities for growth in the railcar segment of the business, relieving its dependence on Budd, which is primarily an automotive products company, according to a company spokesman.

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ROGUE 22

The Rogue 22' Motor Home offers all the standard features of the Ranger and also includes deluxe features such as: dash air, roof air, cruise control, color T.V., AM/FM cassette stereo, storage pod and Continental tire kit. The Rogue has 4 spacious floor plans and 4 designer interior colors to choose from. Luxury combined with affordability PLUS a 5 Year - Unlimited Mileage warranty available!

ROGUE ROYALE 23

This completely self-contained Mini Motor Home is as spacious inside as many of the more expensive, larger Motor Homes available on the market today. Standard features on this coach include a microwave oven, generator power plant, roof air, dash air, dual stereo system, upholstered velour furniture, Bar/vanity, and much, much more. The Rogue Royale is designed for the veteran traveler who enjoys quality, style and a low price! Also available is a 5 Year - Unlimited Mileage Warranty.

There's every indication that 1985 will bring a boom in small Motor Homes sales nationwide. Your town will be no exception.

"Big bucks" in business usually results from being in the right place, at the right time, with the right products, at the right price.

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2. The right time?....Early spring, 1985
3. The right product?...The complete line of Ranger Motor Homes.
4. The right price?...Of Course!
   For information on becoming a Ranger dealer or a state-wide distributor that could start you on your way to a new and profitable source of Motor Homes sales now and in the future, complete the dealer questionaire and mail it today! For a more profitable tomorrow!

RANGER MARKETING
Attn: Ken Waddell
8000 AUTO DRIVE
RIVERSIDE, CA 92504
(714) 687-1227 (714) 687-1251

RANGER MARKETING, 8000 Auto Drive, Riverside, CA 92504
(714) 687-1227 or 687-1251

R/V DEALER QUESTIONNAIRE
Attention: Ken Waddell, General Sales Mgr.

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We ☐ do ☐ do not now sell small (18'-21') Motor Homes.

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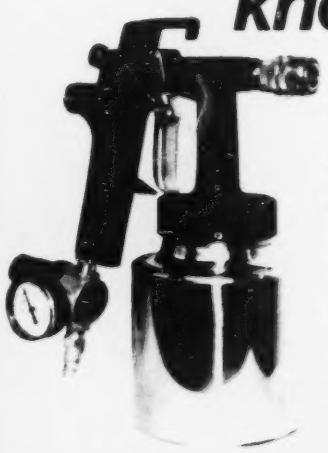

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U.S. seeking $100,000 fine in odometer case

WASHINGTON. – The Justice Department has charged an Oklahoma used-car dealer with violating the federal odometer law. The case, brought in federal district court in Tulsa, seeks $100,000 in fines.

Acting Assistant Attorney General Richard K. Willard said the action was brought against Burton L. Eddings, of Commerce, Okla., who was doing business as Commerce Auto Sales.

The Motor Vehicle Information and Cost Savings Act and NHTSA regulations require odometer disclosures and other recordkeeping when car titles are transferred.

Last year, a NHTSA investigator inspected records of vehicles titled by Eddings and found widespread violations from October, 1982, to January, 1983.

During that period, according to the complaint, Eddings received title to 485 vehicles but failed to acknowledge receipt of mileage statements for any or to retain such statements at his place of business, as required by law.

In addition, says the complaint, Eddings failed to provide odometer mileage statements when retransferring title to the 485 vehicles.

Each law violation carries a maximum $1,000 penalty with a maximum of $100,000 for any series of violations.

The complaint asks that Eddings be permanently enjoined from further violations.

Dealer sentenced to five years for odometer fraud

HARRISBURG, Pa. – A former automobile dealer was sentenced to a maximum of five years in prison in the U.S. Middle District Court on charges of rolling back odometers on used cars before selling them to other dealers and for failing to file income tax returns.

U.S. Attorney Sally Lied said it was the largest rollback case brought in any federal court.

Saying that he wanted to make it clear that such criminal activity "is not going to be brushed off," Judge William Caldwell sentenced Richard Lee Becker, former owner of Imperial Motors, York, to a total of 187 years in jail, the sentences to be served concurrently for a maximum of five years.

Becker had pleaded guilty to 120 counts stemming from rollbacks and three counts of failing to file income tax returns for 1981-1983, during which time the government said he had a gross income of at least $150,000.

A former employe of Becker's, Ralph E. Laughman, was sentenced to one year in prison on one count of rolling back an odometer, and another employe is scheduled for sentencing in January.

Noting that 90 percent of the 1,200 car titles Becker processed through the state Bureau of Motor Vehicles involved cars with rolled-back odometers, Lied said, "His business was to roll back odometers."

No. 1 in Vermont

SOUTH BURLINGTON, Vt. – With completion of its showroom expansion, Mayo's Subaru is now the largest Subaru dealership in Vermont.

IMPORTED CAR SALES

	Oct. 1984	Oct. 1983	10 Mos. 1984	10 Mos. 1983
Alfa Romeo	235	185	3,088	3,651
Audi	6,020	3,017	59,994	37,637
4000	319	700	10,100	9825
4000d	...	19	.....	932
4000S	789	.....	3,416	.....
4000S Quattro	281	.....	3,492	.....
5000S	3,739	1,983	34,850	16,778
5000S turbo gas	656	83	4,994	1,888
5000d/td	...	29	.....	5,174
Quattro turbo	4	2	59	237
Coupe	232	201	3,083	2,799
Tourist	...	.....	.....	4
BMW	5,971	4,562	57,728	47,703
318	...	.....	.....	.....
320	1,740	2,825	25,112	27,756
325e	1,914	.....	11,531	.....
528	...	.....	.....	.....
533	1,347	1,143	12,283	13,348
633csi	179	167	2,202	2,063
733	791	427	6,600	4,536
Chevrolet Sprint	1,210	.....	8,522	.....
Chrysler	...	.....	.....	.....
Mitsubishi	11,047	9,615	74,327	86,434
Colt (Dodge/ Plymouth)	8,667	6,817	55,693	61,295
Conquest	...	.....	.....	.....
Sapporo	...	.....	.....	.....
Challenger	544	1,448	6,220	23,715
Vista (Dodge/ Plymouth)	1,836	1,350	12,414	1,424
Fiat	...	208	316	5,263
Honda	35,177	32,285	315,998	297,807
Civic	14,970	7,081	114,464	114,824
Civic CRX	5,014	3,480	36,639	3,480
Accord	10,543	16,298	108,292	146,630
Prelude	4,650	5,426	56,603	32,873
I.A.I.	100	.....	1,466	.....
Isuzu	1,638	1,505	14,637	17,264
I-Mark	381	491	3,491	10,530
Impulse	1,257	1,014	11,146	6,734
Jaguar	1,517	1,128	14,186	12,370
XJ6	1,227	914	11,499	10,309
XJS	290	214	2,687	2,061
Lancia	...	10	21	563
Maserati Biturbo	140	.....	1,833	.....
Mazda	15,065	14,578	143,262	147,688
GLC	4,370	3,858	38,478	44,892
626	6,022	6,147	59,784	57,288
RX-7	4,673	4,573	45,000	45,508
Mercedes-Benz	6,890	5,678	61,467	59,149
190D	237	71	4,457	71
190E	1,485	634	12,712	634
240D	2	149	25	9,651
300D	1,388	1,596	13,135	15,868
300CD	136	163	1,254	1,663
300TD	220	228	1,971	2,262
300SD	912	1,420	10,405	15,566
380SE	844	99	5,237	99
500SEL	463	303	3,198	4,112
380SL	...	.....	.....	.....
SLC	1,059	838	7,089	7,679
500SEC	144	177	1,284	1,544
Mitsubishi	4,179	3,186	32,869	26,385
Starion	601	473	5,476	4,953
Cordia	838	1,244	11,928	10,195
Tredia	867	1,469	11,967	11,237
Mirage	946	.....	.....	1,892
Galant	927	.....	1,606	.....
Nissan	42,059	35,112	409,088	446,314
Sentra	14,987	14,205	162,796	179,696
Pulsar	3,180	4,642	32,609	53,544
Stanza	3,214	3,723	37,565	55,237
Maxima	9,437	6,866	54,258	62,701
200SX	4,837	1,944	53,262	30,472
300ZX	5,890	3,282	63,307	60,230
Hawaii	514	451	5,285	4,434
Peugeot	1,745	1,142	16,272	12,132
Porsche	1,375	1,566	17,041	18,324
944	952	904	10,839	10,809
911	266	235	3,697	4,438
928	157	187	1,912	2,120
Tourist	...	240	593	957
Renault	710	2,313	10,388	28,726
LeCar	...	128	.....	10,859
18i	157	615	2,593	5,555
Fuego	553	1,570	7,795	12,312
Saab	2,898	1,970	27,820	21,611
900	820	572	6,680	5,778
900S	992	438	8,128	5,391
Turbo	935	875	12,229	10,020
Tourist	149	85	783	422
Subaru	12,090	12,045	132,883	132,912
Toyota	49,787	53,789	463,568	461,300
Starlet	...	328	259	6,077
Corolla	14,419	14,264	132,804	116,756
Tercel	10,267	13,541	85,697	128,047
Celica	6,900	10,306	72,772	103,230
Supra	2,494	2,519	25,024	22,159
Camry	9,090	6,025	76,932	41,056
Cressida	1,911	3,900	26,825	33,355
Land Cruiser	395	354	3,274	3,945
Van	2,617	2,018	28,346	2,044
4Runner SR5	785	.....	4,859	.....
Hawaii	900	534	6,766	4,631
Other	9	.....	.....	.....
Volkswagen	5,850	5,671	86,901	61,495
Rabbit Convertible	664	569	10,237	8,157
Jetta	1,297	1,510	30,448	15,919
Vanagon	1,012	1,228	15,668	11,815
Quantum	1,708	1,187	15,234	13,989
Scirocco	1,169	1,177	15,314	11,626
Volvo	7,072	6,748	87,942	76,471
DL	2,808	3,574	39,737	38,297
GL	1,157	1,485	22,823	13,584
GLT Turbo	817	885	8,492	11,556
GLS	...	7	.....	211
DL/GL	846	246	4,442	4,096
Coupe	...	.....	.....	12
740GLE	86	.....	86	.....
740 Turbo	1	.....	1	.....
760	389	338	3,695	5,775
760 TurboDiesel	421	162	3,028	1,857
760 GT	463	.....	4,283	.....
Tourist	84	57	1,355	1,083
TOTAL	212,700	196,313	2,041,542	2,000,959